

## **FPCC PROFITS, ASSETS DOWN IN 1960**

### **Almost Like Good Old Days At Para**

Paramount Pictures is experiencing the biggest writing boom in many years with 24 screenwriters at work on current and forthcoming product, it was announced recently by Curtis Kenyon, newly appointed head of the Paramount story department. The

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### **Here's One Exhib Who Really Tries**

Enterprise of Tom Burns, operator of the 400-seat North Theatre, the only one in Spanish, Ont., has kept the house open and in good shape financially in spite of television, miserable weather, a lower general economy and a dropping population.

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### **FINANCIAL CONDITION STILL 'VERY STRONG'—REPORT**

Famous Players Canadian Corporation, which is Canada's largest theatre circuit and is also interested in TV stations, community antenna operations, Telemeter, bowling, equipment supply and refreshment services, showed a decline both in net profits and net current assets for 1960, according to the annual report for the year ending Dec. 31, 1960.

#### **SMPTE, Producers Assn., CFA — In One Week**

Arthur Chetwynd, past president of The Association of Motion Picture Producers and Laboratories of Canada, will be chairman of the May 10 banquet of the Society of Motion Picture and Television Engineers. The SMPTE will hold its 89th convention on May 7-12 in the King Edward Hotel, Toronto and the annual meeting of the AMPPLC is scheduled for May 12 at the Westbury Hotel, Toronto.

To conclude the most active week in the history of the creative and technical side of the Canadian motion picture industry, the annual Canadian Film Awards will be presented at a luncheon in the King Edward Hotel on May 13, with Alphonse Ouimet, president of the CBC, doing the honors.

Canadians will be active in the SMPTE doings, with many reading papers. Visitors from many countries will be here for the convention.

At \$1,857,251 the net profit was down \$401,807 and at \$10,354,770 the net current assets (which included Cash and Marketable Securities of \$7,408,751) declined by \$1,808,246.

While theatre receipts fell off a bit in 1960 "the decline in earnings was due largely to the absorption of preliminary expenses

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#### **20th-Fox' 'Commancheros'**

John Wayne and Charlton Heston will star in 20th-Fox' The Commancheros.

### **MP's Given Quota Pitch By IA Union**

As members of Canada's federal parliament were studying a printed plea for a quota system on foreign films sent out by the IATSE's Toronto-based Local 873, Motion Picture Studio Production Technicians (which is AFL-CIO and a Canadian Labor Congress

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#### **Eric Johnston To Speak**

Three tables have been reserved by the motion picture industry for the meeting of the Empire Club of Toronto to be addressed by Eric Johnston, president of the Motion Picture Association of America. His address to the luncheon listeners will be reported in these pages next week.

## **Current & Coming Col. Program Exciting**

Columbia, distributing through Affiliated, not only has a very lively group of boxoffice pictures in Canadian theatres right now but is offering a succession of features that exhibitors are looking forward eagerly to playing. Doing very nicely in theatres now are such as Cry for Happy, with Glenn Ford and Donald O'Connor; The Three Worlds of Gulliver, with Kerwin Mathews and Jill Morrow; and the unusual duo of The Wackiest Ship in the Army, starring Jack Lemmon and Ricky Nelson, and Please Turn Over, the British comedy with the Carry On gang.

Heartened by the amazingly good grosses and holdovers of its releases

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#### **OK Brantford Sunday Shows**

Brantford, Ont. City Council last week cleared the way for Sunday movies by passing a city by-law to that effect.

#### **Timmins, Cochrane See First Sunday Movies**

First Ontario Sunday movies in theatres were seen in the Palace, Broadway and Victory theatres, Timmins, and the Empire, Cochrane, on April 9 by crowded houses. The Timmins theatres are operated by Frank Calameco, a Famous Players partner. There were lineups for each performance.

Sunday movies could come to Toronto by April 30 if City Council expedites its by-law.

Adjustment upwards of managers' and projectionists' salaries is being negotiated.

## **ANOTHER 16 MM. TORONTO DUAL AUD**

Two small theatres, perhaps with 150 20-inch seats in each, will be opened for 16 mm. exhibition on the second floor of the newly-built Yonge St. Arcade by Principal Investments, Toronto. They will be under the supervision of Marvin Fremes, who has responsibility for the company's three present situations, all of which are 35 mm. They are the Golden Mile in Toronto, the Pen in Penetanguishene and the Royal, West Lorne.

The theatres, which will have a common projection booth, are to be arranged like an L and have a common lobby. The name is to be chosen through a prize contest amongst the employees of Principal Investments, which is Canada's largest landlord.

When opened in a couple of months they will stand next to a large nightclub now being constructed. Both can be reached by escalators and elevators.

The operation will not be hard-ticket but rather patterned on a successful one in Grand Central Station in NY. Fremes says no policy has been fixed on and the operational approach will be exploratory. First-run features are unlikely because they aren't available for a theatre of that kind. Perhaps 70-minute short-subject programs will run all day and features at night. Ad and sales groups may wish to rent one of the auditoriums or both.

Many thousands pour through the arcade, which runs from Victoria to Yonge in the heart of downtown Toronto, and Fremes sees this human stream as a good place from which to attract patrons into the theatre.

Yvonne Taylor recently opened a dual-auditorium 16 mm. house, The Little Cinema, on Avenue Rd. as a hard-ticket art house. It occupies space on the second floor of an office building and programs different features in the two theatres.

### **'Apartment', 'Universe' UK Academy Winners**

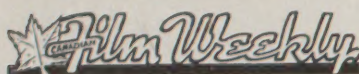
UA's The Apartment was named the best film from any source and the National Film Board of Canada's Universe was selected as the best animated film in the 1960 awards of the British Film Academy. Both

films were also nominated for Hollywood Oscars and the stars of the former film, Jack Lemmon and Shirley Maclaine, were picked as the best foreign actor and actress by those voting in the British poll.

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Incorporating the  
Canadian Moving Picture Digest  
(Founded 1915)

Vol. 26, No. 16 April 19, 1961

HYE BOSSIN, Editor

Assistant Editor . . . . . Ben Halter  
Office Manager . . . . . Esther Silver

CANADIAN FILM WEEKLY

175 Bloor St. East, Toronto 5, Canada

Authorized as Second Class Mail,

Post Office Department, Ottawa

Published by

Film Publications of Canada, Limited

175 Bloor St. East, Toronto 5, Ontario

Canada • Phone WAInut 4-3707

Price \$5.00 per year

## FAMOUS PLAYERS

(Continued from Page 1)

and operating losses incurred in the Company's new Telemeter (Theatre In the Home) system in Etobicoke" and Famous Players' share of the losses of its subsidiary, General Sound and Theatre Equipment Ltd., in which Dominion Sound Equipments, a Bell Telephone subsidiary, has a substantial interest.

The decrease in net current assets "is largely accounted for by the fact that expenditures on fixed assets (including additional investment in Telemeter plant and equipment), together with dividends paid to shareholders, exceeded the net cash profits for the year." Dividends to shareholders exceeded net profit by \$748,357.

"Notwithstanding this, the financial position of your Company continues to be very strong and it is because of this that your Directors have felt justified in continuing to make dividend payments in excess of earnings," the report said.

It was not expected that Telemeter would be immediately profitable, the report said, since Famous Players was pioneering this new medium. Experience gained has led to a reduction of certain operating costs and new arrangements with subscribers will insure a weekly income from each. Though not detailed, this is a minimum monthly expenditure.

At the end of the year Famous Players and its associates were operating 298 standard-type theatres and 42 drive-ins out of a total of 1,447 regular and 232 drive-ins.

Famous Players and affiliated companies employ 5,822 Canadians, of which 310 are members of the 25 Year Club, which numbers 412.

### Austrian Co. To Shoot Here

An Austrian film production company, Mundus, will have a crew of about 30 in Canada on May 15 for production of a feature, Wild Geese.

### Para's 'Summer & Smoke'

Rita Moreno has been added to Tennessee Williams' Summer and Smoke by Hal Wallis. She joins Laurence Harvey, Geraldine Page and Dolores Hart in the film, which is now in work.

## Columbia Program

(Continued from Page 1)

issue double bill of Fuller Brush Man, starring Red Skelton, and Fuller Brush Girl, with Lucille Ball, and exceptional business on all its current product over the Easter holiday, Columbia Pictures of Canada is looking forward to one of the greatest spring and summer seasons in its history.

On hand and ready to go are the sensational Pepe, with Cantinflas, Dan Dailey, Shirley Jones and 35 stars in cameo roles, which has grossed close to \$3,000,000 in its first 49 engagements and will have its Canadian premiere at the University in Toronto on April 21 and then will move into the Loew's, Montreal following the indefinite run of The World of Suzie Wong; Gidget Goes Hawaiian, successor to the tremendously successful Gidget; a new William Castle film, Homicidal; and a new action film, Mad Dog Coll.

Already completed are three blockbusters that will be given special handling. These are the eagerly-awaited Guns of Navarone, starring Gregory Peck, David Niven and Anthony Quinn; John Ford's Two Rode Together, with James Stewart and Richard Widmark; and The Devil at Four O'Clock, starring Spencer Tracy and Frank Sinatra.

Along with its current strong lineup, a continuing production program of unprecedented strength and boxoffice power has been announced by the company and this will see 20 films, among them Sam Spiegel's multi-million dollar production, Lawrence of Arabia, in front of the cameras in the next four months.

Six of these are either shooting now or will start before the end of the month. They are Notorious Landlady (Kim Novak, Jack Lemmon, Fred Astaire), Walk on the Wild Side (Laurence Harvey, Capucine, Jane Fonda), Sail a Crooked Ship (Robert Wagner, Dolores Hart, Carolyn Jones, Ernie Kovacs), The Tiger Among Us (Alan Ladd, Rod Steiger, Michael Callan), George Sidney's Diamond Bikini and Wm. Castle's Sardonicus (Oscar Homolka, Audrey Dalton, Ronald Lewis, Guy Rolfe).

In preparation are Jerry Bres-

ler's Diamond Head, The Interns (Sidney Poitier), Try, Try Again (Jack Lemmon, Debbie Reynolds), Five Finger Exercise (Rosalind Russell), Frederick Brisson's Under the Yum Yum Tree, Mel Ferrer's Nine Coaches Waiting, Wm. Gostz' Heaven Has No Favorites, Marriage Is for Single People (Doris Day), Roar Like a Dove (Doris Day), Charles K. Feldman's Pair Game, Smile of a Woman, Operation Terror (Lee Remick), Gower Champion's Bye, Bye Birdie and Arthur Hornblow's The War Lover.

## PARAMOUNT

(Continued from Page 1)

record activity roster shows writers at work on approximately 20 projects, most of which have been scheduled for production during 1961.

Current screen writing assignments include Edward Anhalt, who is working on the Hal Wallis production, Tamiko, to star Laurence Harvey; Borden Chase, newly signed to script The Churchill Story for producer Hugh French from a C. S. Forester treatment; Eric Ambler, preparing the screenplay for Perlberg-Seaton's Night Without End; Mort Green and Arthur Phillips, who are scripting several forthcoming Jerry Lewis productions;

William P. Wood, Jr., is writer on Affair in Arcady, a Henry Blanke production; Leigh Brackett, is currently working on the Howard Hawks' wild animal epic, Hattari!, starring John Wayne; Joseph Calvelli and John Fante are scripting My Six Loves, to star Debbie Reynolds; Frank Fenton is doing the screenplay for The Iron Men, which will star Sidney Poitier;

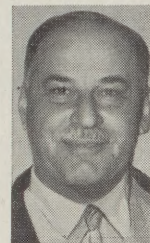
Additional writers at work include Robin Estridge on Appointment in Zahrain, to star Yul Brynner; Edmund Beloin and Maurice Richlin on Villa Mimosa, which they will also produce; Suso Cecchi D'Amico, Agenore Incrocci and Furio Scarpelli, noted Italian writers, on Easter Dinner, to be produced in Italy by Mel Shavelson; Sidney Boehm on Kowloon, a Ray Stark production to follow his The World of Suzie Wong;

Gavin Lambert on I'm No Angel, for producer Alan Pakula; Robert Pirosh on Hell Is for Heroes, to topline Bobby Darin, Bob Newhart, Fess Parker and Harry Guardino; Gore Vidal on Reunion for producer Stuart Millar; Hagar Wilde on No Bail for the Judge, which is on Gant Gaither's schedule; John Michael Hayes, who is under a two-picture contract with Paramount; also James Warren Bellah and Willis Goldbeck who are preparing an untitled screenplay based on the Dorothy M. Johnson short story, The Man Who Shot Liberty Valance.



### THE HARD SELL

**B**BANDIED about in our business for some time now, the term "Hard Sell" has finally become part of our daily jargon. Yet it is questionable if many people have a good understanding of its meaning or practical application.



When movie-going was a habit for many people and the star system was

at its height, our methods of selling attractions were different than today. People scanned the motion picture pages of newspapers to see what was currently playing. Generally they were attracted by certain established players and this was incentive enough to "go out" to the movies.

With a different set of conditions today, we no longer can expect to attract large audiences by the mere insertion of an ad (even king-size) in the newspapers. A goodly segment of the public must be inspired with a "desire to see" if we expect a film to be successful. Producers pay certain stars fantastic sums in the belief that this is "insurance." It may be questioned if this is always the fact.

There are now other valuable mediums for reaching potential audiences besides newspapers. Since people are not reading amusement pages to the same extent as formerly, it has become necessary to try to reach them through other mediums. Thus a thorough campaign on a film must include (beside newspapers) radio, TV, street bally or any other avenues which an ingenious manager or advertising man can think up. A thorough campaign means covering all the bases and this can be called the Hard Sell.

Unfortunately, it has not always been applied to the right films. Producers or distributors, smug in the thought that they have attractive star values, have often felt that expenditures on a grand scale were not required to sell their current films. Some with little more than a title or a gimmick and only a low-cost budget have usurped the position and have applied the Hard Sell to inferior films. This has caused resentment by many in our business and has spread the realization that people are now shying away from films

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### Alberta Censor Board Had Very Busy Year

Alberta's board of censors, headed by P. J. A. Fleming, banned four features in their entirety and eliminated scenes from 165 others in 1960. The banned films were Suddenly Last Summer, Smiles of a Summer Night, Bramble Bush and The Third Sex.

Out of 3,308 films from the USA 112 had 369 eliminations, 122 scenes were taken out of 36 British films, 38 from six French films and 36 from six German films.

All rejections and eliminations were made on moral grounds.



## QUOTA PITCH

(Continued from Page 1)

affiliate), a general committee was being organized to further the idea.

Representatives of production, talent and the cinematographers met to organize the general committee and discuss the next move with Local 873's committee.

The letter to the MP's, bearing the IA crest and signed by Wm. F. White as business agent, said:

"For the past two years film production in Canada has been almost nil and up to this time the small amount involved makes Canada's effort look rather insignificant. Canada is a rapidly growing country but as far as the film industry is concerned, we are being left behind.

"Most other countries operate on a quota system whereby a percentage of the gross box office receipts must be ploughed back to film production while others stipulate that for a certain number of foreign films shown in theatres, and on TV networks, a percentage must be home-produced. It is not by accident that in those countries film production is at an all-time high."

Examples offered are Italy, Japan, Hong Kong, Finland, Mexico and Australia. Finland, the letter says, produced 12 feature films last year, though its population is 4,000,000. Canada? "Present production NIL. Total production to date of feature films and TV series combined does not equal Finland's 12-month production." It adds that Britain, France, Spain, Brazil also have restrictions.

Canada, "with every facility available for the manufacture of motion pictures," is doing nothing to help production "while over \$100,000,000 (sic) from film rentals" is leaving the country. "Even laboratories where the printing and processing of films for the theatres is done are hardly moving while this printing and processing is being done elsewhere and being shipped into Canada."

The \$100,000,000 figure for film and TV remittances is wrong. The most recent figure issued by the Dominion Bureau of Statistics is for 1959, when rentals from all sources (theatres, halls, TV) came to \$33,406,495. Perhaps \$20,000,000 was remitted to countries in which the films originated.

The letter asked "earnest consideration" and the necessary action and asked the MP's to contact Local 873 for further information.

### MGM's 'Bachelor In Paradise'

Bob Hope and Lana Turner will star in MGM's Bachelor in Paradise.

### Paramount Changes Title

Hawaii Beach Boy, Hal Wallis-Paramount Elvis Presley starrer now before the cameras, has been retitled Blue Hawaii.



A SENSE OF HISTORY made many of the people who attended the first live Telemeter telecast of a Broadway show feel special. I was at this interesting occasion in NY, which brought Carol Channing's *Show Girl* from the Eugene O'Neill Theatre to Etobicoke. Lee Tracy, Faye Emerson, Lou Novins, Barney Balaban and Jerome Pickman were among the players and executives for this "Historical Theatrical 'First'" and I heard someone say to Leland Hayward: "Hello, Leland, are you here to see a moment of history?" Channing, in a curtain speech, recalled the epochal debut of *The Jazz Singer* and how it changed Show Business, observing that "This is the first time, so no matter how good, no matter what happened, it's still history" and that "There is so much at stake." As Lou Novins told me, with a shrug: "You know how it is; we'll try everything." TV techniques were ignored and signs in the lobby and auditorium asked the people not to look at the cameras around them so that "the flavor of the Legitimate Theatre" could be captured. I was glad to hear that it was well enough received in Etobicoke to warrant being held over.



RANK NOT INTERESTED in TV in Canada? A check of those associated with licence applications will reveal otherwise, Norman R. Burns writes in reference to a recent comment here . . . Both our printer and our photo engraver have notified us of price hikes, so what can we do but raise our own? Truth is that both our subscription and ad rates are just about a steal for readers and advertisers and whatever we are forced to add won't change that situation much . . . San Francisco columnist Herb Caen has ex-jockey Billy Pearson, who was in Toronto recently, being ungallant to a cocktail party hostess who suggested that his hotel was not a very good address. Caen's Pearson punchline: "Madam," ans'd Billy with a courtly bow, "neither is Toronto!" . . . "Attention, major studios:" writes Hank Grant in his *Hollywood Reporter* column, *On the Air*, "sic your bloodhounds onto Canada's Joan Fairfax, not only a fine singer but she has a lovely cameo face that shows up with nary the slightest flaw even on the extremest of closeups, as witnessed the other night on the Paar show!" . . . Man, late for work, explained to his boss: "I was driving behind a Brinks' truck and I didn't want to lose my place in line" . . . Herb Whittaker, *Globe* drama critic, has been nominated for New York's The Players, which Edwin Booth founded, at the suggestion of Brooks Atkinson . . . 20th-Fox' Jerry Wald will star *Camelot's* Bob Goulet in a NY-made film.

HILDEGARDE, Lorne Greene, Don Harron and Florence Henderson sure generated bright talk on Larry Mann's *Midnight Zone*. Greene, who had played Brutus at our Stratford, was asked by Mann: "What are the bridges from Stratford to Bonanza?" Greene: "There has been much water under the bridges." Harron: "That's another series." Announcer Alan Hamil is a bright lad and I'm surprised that he's kept off-camera except for the bow and blowoff . . . You heard that they now have Metrecal in nosedrops? For fatheads . . . Theatre Confections will service all the parks on the St. Lawrence Seaway . . . Mr. and Mrs. Bill Gladish, celebrating their 50th anni, got 11 gold sovereigns from friends in Ottawa Valley, which Bill covers for *The Citizen*—one for each grandchild. Bill is a pioneer film tradepaper correspondent . . . George Koppleman, once of IFD sales, is back in the trade as an NTA Telefilm Ontario rep . . . Famous Players will play the 30-minute film Jack Chisholm made for Algoma Steel, *Adventure in Steel*, in its theatres and TV stations . . . Ron Taylor, formerly with Twinex and 20th Century Theatres, is on the way to becoming a gifted actor after a year's study in New York. Reviewing his performance in Wm. Saroyan's *The Cave Dwellers* at the York Community Theatre the veteran critic, Rose MacDonald of *The Telegram*, refers to "the presence of an actor who stands over all the rest of the well-chosen cast. Ronald Taylor plays the worn-out clown, called The King. Mr. Taylor has a splendid address, a fine sense of 'presence' and a fine and flexible speaking voice."

## HE REALLY TRIES

(Continued from Page 1)

He attributes his success in keeping his theatre alive and healthy in the face of these adverse conditions to the fact that he works at selling, not only his programs, but his theatre on a year-around basis.

Burns believes a big factor in getting people back into the moviegoing habit is his "Family Night" campaign. On certain nights when suitable entertainment is available he runs these special shows and admits the whole family for \$1. He says this gives him a chance to meet and talk to the patrons and it also gives him an opportunity to interest them in his upcoming pictures through trailers and other advertising in his theatre.

He feels that exhibitors should give more consideration to children, both through the "Family Night" and through special matinees where they will get something a little extra because, as he puts it, they will be the "future adult audience." In a town where the population has dropped from 1,500 to 500 the importance of catering to the children cannot be stressed enough, he maintains. He has instituted special bus service at cost to bring kids in from the surrounding area and nearby communities like Massey to his matinees.

Burns also runs "Two-for-One" nights when he allows two adults in for the price of one. A recent article in *The Espanola Times* lauded the efforts of the North Theatre, saying it is better to have a full house at half price than only a few patrons at full price "because you are doing the patrons a favor economically and building up the movie habit."

The editorial, titled *Rhyme 'n Reason*, mentioned the blizzard of a certain night, with accompanying driving wind, snow and sleet and went on to state "But it didn't deter a few dozen Massey residents from travelling to the theatre in Spanish." It went on to praise the programs with "the management of the North Theatre there makes a real effort to obtain top pictures."

Other things Burns thinks are helpful are talking movies all the time; co-operating with the local newspaper and advertising the theatre in it every issue; using the slogan "Movies Are Better Than Ever" on all his advertising and stationery; and keeping active in the community. He says that those who do less shouldn't consider themselves showmen and are doing "a very grave injustice to the industry."

### A. G. Capandritis, 75, Passes

Antonio George Capandritis, 75, owner of the Cameo in Montreal and a veteran of more than 50 years in film exhibition, died recently in that city.



## News Clips

Richard A. Cutler is now Ontario and Maritimes sales rep for Screen Gems (Canada) Ltd., Steve Krantz, v-p and g.m., announces . . . The Bloody Brood, \$100,000 Toronto-made production from Taylor-Roffman and directed by Julian Roffman, has finally been cleared for the Production Code seal by the Motion Picture Association of America . . . Visitor to Montreal and Toronto was Zinn Arthur, executive assistant to producer-director Joshua Logan for the production of the Broadway hit, Fanny. Zinn is touring to talk up the picture, which will be a WB release . . . Don Murray and Walter Wood, who co-produced UA's The Hoodlum Priest, in which the former stars, were in Toronto for publicity contacts arranged by Archie Laurie . . . Three out of six persons queried by the Toronto Star's Ed Feeny as to whether burlesque should be allowed on Sunday said yes.

The 83'x41' screen of the Star-Time Drive-In at Prince George, BC has been replaced with a monster-sized one of 122'x54'. The Star-Time is owned by Trans-West Theatres and booked by West Coast Booking . . . Stratford Film Festival has announced six feature pictures for its Aug. 21-Sept. 2 occupation of Premier Operating's Avon Theatre. They are Czechoslovakia's Romeo, Juliet and Darkness, France's Games of Love, Hungary's Be Good Till Death, Yugoslavia's The Missing Pencil, Greece's A Matter of Dignity and Israel's I Like Mike. Forty-eight countries were approached for films by John Hayes, Festival director, and many are responding . . . Production Code Administration of the MPAA issued certificates of approval to 72 features, a 22 per cent increase over the 59 okayed in 1960.

Wally Gentleman of the National Film Board will read a paper titled Effect Technique as an Aid to Low-Budget Production at the forthcoming convention of the Society of Motion Picture and Television Engineers in Toronto . . . United Amusements' theatre structure being erected in Dorval, Montreal suburb, will have a bowling alley . . . Toei Motion Picture Co. and the Victor Co. of Japan may jointly introduce Eidophor, the large-screen color television system which originated in Switzerland and which 20th Century-Fox has kept under wraps for several years . . . Home Entertainment, NTA's new pay-TV system, was demonstrated in Los Angeles and franchises are in prospect in several USA cities . . . First issue of Performing Arts in Canada, published by J. C. McIntosh in Toronto, is now out.

## CANADA ON SCREEN

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### OUR BUSINESS

(Continued from Page 2)

without "built-in values" to which the Hard Sell has been applied.

We must never lose sight of the basic principles of Show Business. In today's market the public must be "attracted" to a motion picture theatre. Day and night pounding with 50 different media (if there were that many) will not draw people to something which in itself is not basically attractive. These are the subjects which should be given the Hard Sell. Conversely, failure to sufficiently appraise a large segment of the public of a coming "attraction" may be foolhardy and costly.

### E. W. Bickle, Wm. Jones, Vet BC Showmen, Dead

Death took three Canadian motion picture exhibition people recently, the best known being Edward Bickle of Courtenay, BC, a one-time small-circuit operator, who passed away at 91 in Victoria. His son will operate the two Courtenay houses.

Another veteran, Wm. Jones, who had managed Vancouver exchanges many years ago, died at 84, and at Coleman, Alta., W. J. C. Ferschweiler, manager of the Roxy, passed on at the age of 55.

### To Star In MGM's 'Lady L'

Sir Ralph Richardson has been signed to star with Tony Curtis and Gina Lollobrigida in MGM's Lady L.

### TRI-BELL CLUB SHOW BRINGS \$9,000

About 3,000 persons who paid from \$10 to \$3 per ticket attended Tri-Bell '61, the annual show of Toronto's Tri-Bell Club, in the O'Keefe Centre, and helped bring \$9,000 to Variety Village. The fine show, produced by Frank Streaan, "Pud" Foster and Frank Naft, was headlined by singer Fran Warren and comedian Alan Gale. Others on the program were Arnold Dover, the Magid Triplets, the Kirby Stone Four and Larry Best, the last-named sharing the emcee chore with Rick Campbell of CFTO-TV's Better Late program.

President Sam Garnet, in presenting a cheque for the proceeds to Chief Barker Phil Stone of the Variety Club, praised the work at the Village.

The show marked the 25th year of the Tri-Bell Club and a program of unusual excellence was distributed. Stories in it by Joe Perlove and Hye Bossin gave the respective histories and purposes of the Tri-Bell and the Variety clubs.

The many shows of the Tri-Bell Club, Garnet's anniversary message revealed, have resulted in \$200,000 being donated to a variety of causes.

Streaan, one of the producers of the show and a Tri-Bell past president, is First Assistant Chief Barker of the Variety Club.

**ACQUISITION** of a 50 per cent interest in Talent Associates Ltd., the Alfred Levy-David Susskind TV production company, has been announced by Paramount Pictures, which will integrate its sponsored television activities in Talent Associates. The deal involved cash and an unspecified number of Paramount shares and is expected to eventually benefit Paramount's Telemeter pay-TV system that Famous Players, a Paramount subsidiary, has been operating for over a year in a Toronto suburb and now has 5,700 subscribers in its first full-scale test.

**UNIVERSE**, the NFB's 29-minute short which won top awards from the British Film Academy and the Cannes festival, was produced and edited by Tom Daly, directed by Roman Kroiter and Colin Low from a story line by Kroiter and has a commentary by Stanley Jackson narrated by Dr. Donald MacRae, professor of astronomy at the University of Toronto. The short is being released theatrically in Canada by Columbia Pictures in the Canada Carries On series. It has been shown on TV in Italy and was recently bought by the BBC.

## Review

### ALL IN A NIGHT'S WORK

with Dean Martin, Shirley MacLaine, Cliff Robertson.

Paramount 94 Mins.  
DIVERTING COMEDY PREDICATED ON A SLIGHTLY LONGER THAN CUSTOMARY STRETCHING OF THE LONG ARM OF COINCIDENCE AND ENGAGING PLEASANTLY BUT NOT BOISTEROUSLY A CAST OF EXPERT PERFORMERS.

Dean Martin and Shirley MacLaine, memorably together in Some Came Running and in many a listing of the Sinatra group, pack more marquee muscle as top-billed in this Hal B. Wallis production than almost any pairing you could put together.

They ride this not unforgettably funny comedy safely from a titillating start through a long series of fairly predictable but amusing developments, some of them intrinsically funnier than the whole, to a climax that leaves the audience laughing happily. The attraction figures to earn a lot of money for all parties concerned.

The picture, directed by Joseph Anthony from a script by Edmund Beloin, Maurice Richlin and Sidney Sheldon from a story by Margit Veszi and a play by Owen Elford, is beneficiary of the supreme Wallis talent for producing, the expert photography of Joseph LaSelle in today's superb Technicolor and, crowning all these, the incomparable music of Andre Previn.

In All in a Night's Work Martin inherits a publishing concern whose honored owner has died in a fancy Florida hotel with a smile on his face at about the precise moment when MacLaine fled from his apartment clad in a bath towel and was fleetingly observed by the house detective.

The audience learns at once that she is a minor employee of the publishing firm, only accidentally near the place of death when the publisher passed on, but the house detective tells Martin the girl is out to blackmail him, and it takes from then to the picture's end to clear up the mistake.

**CAST:** Dean Martin, Shirley MacLaine, Cliff Robertson, Charlie Ruggles, Norma Crane, Jerome Cowan, Gale Gordon.

**CREDIT:** Producer, Hal B. Wallis; director, Joseph Anthony; screenplay, Edmund Beloin, Maurice Richlin, Sidney Sheldon; photography, Joseph LaSelle.

**DIRECTION:** Satisfactory.  
**PHOTOGRAPHY:** Workmanlike.  
(From The Film Daily, NY)

### Zanuck's 'Fate Is The Hunter'

Darryl Zanuck has acquired Ernest K. Gann's best seller, Fate Is the Hunter.

### PROJECTIONIST WANTED

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